

Amendments to the Drawings:

The attached replacement sheet includes changes to FIG. 1. Specifically: box 101 has been labeled "DISPLAY DEVICE"; box 103 has been labeled "CONTROLLER"; box 104 has been labeled "STG MED" (storage medium); box 105 has been labeled "DRIVER"; box 108 has been labeled "SERVER"; box 109 has been labeled "DATABASE"; box 110 has been labeled "SOUND CARD"; and box 125 has been labeled "NETWORK".

Remarks

Claims 1-12, 14 and 16-41 are pending in the application and are rejected.
Claims 13 and 15 have been canceled without prejudice or disclaimer.

Objection to the specification

Withdrawal of the objection to the specification is respectfully requested in view of the amendments thereto set forth above.

Objection to the drawings

Withdrawal of the objection to the drawings is respectfully requested in view of the replacement figures submitted herewith. No new matter has been added.

Objections to the claims

Withdrawal of the objections to claims 23 and 32 is respectfully requested in view of the amendments thereto set forth above.

Claim rejections

Section 112

Claims 13 and 15 were rejected under 35 USC 112, 2nd paragraph. Claims 13 and 15 have been canceled.

Section 102

Claims 1, 4, 5, 11, 12, 21, 22, 25-28, 31-33 and 35 were rejected under 35 USC 102(b) as being anticipated by Hector et al. (US 4,720,789) ("Hector"). The Applicant respectfully traverses. Hector cannot support the asserted rejection for at least the reason that Hector does not disclose "an electronic display device associated with and in a plane substantially parallel to a floor" as recited in independent claims 1, 25 and 27. Instead, in Hector, CRT 14 is vertical. Accordingly, claims 1, 25 and 27 are allowable over Hector. Therefore, claims 4, 5, 11, 12, 21, 22, 26, 28, 31-33 and 35 are likewise allowable over Hector for at least the reason that they depend on one of claims 1, 25 or

27. Withdrawal of the rejection of claims 1, 4, 5, 11, 12, 21, 22, 25-28, 31-33 and 35 as being anticipated by Hector is therefore respectfully requested.

Claims 27, 29, 31, 33 and 35 were rejected under 35 USC 102(b) as being anticipated by Ahdoot (US 5,913,727). The Applicant respectfully traverses. Along lines discussed above, Ahdoot cannot support the asserted rejection for at least the reason that Ahdoot does not disclose "an electronic display device associated with and in a plane substantially parallel to a floor" as recited in independent claim 27. Instead, in Ahdoot, image 21 is vertical. Accordingly, claim 27 is allowable over Ahdoot. Therefore, claims 29, 31, 33 and 35 are likewise allowable over Ahdoot for at least the reason that they depend on claim 27. Withdrawal of the rejection of claims 27, 29, 31, 33 and 35 as being anticipated by Ahdoot. is therefore respectfully requested.

Claims 36-41 were rejected under 35 USC 102(e) as being anticipated by Rebh (US 2003/66073). The Applicant respectfully traverses. Rebh does not support the asserted rejection for at least the reason the Rebh does not disclose "displaying content on the floor display system ... the content comprising an electronically modifiable verbal message," as recited in independent claim 36. Instead, Rebh only discloses a static "floor decal" that can be subject to changing patterns of illumination, but whose verbal content is not modifiable electronically. Accordingly, claim 36 is allowable over Rebh. Claims 37-41 are therefore likewise allowable over Rebh for at least the reason that they depend on claim 36. Withdrawal of the rejection of claims 36-41 as being anticipated by Rebh is therefore respectfully requested.

Section 103

Claims 2, 3, 6-10, 14, 16-20, 23, 24, 30 and 34 under 35 USC 103a) as being unpatentable over Hector. The Applicant respectfully traverses. The rejected claims depend on one of independent claims 1, 25 and 27, which are allowable over Hector as discussed previously. Therefore, claims 2, 3, 6-10, 14, 16-20, 23, 24, 30 and 34 are likewise allowable over Hector for at least the reasons discussed in connection with the

independent claims. Withdrawal of the rejection of claims 2, 3, 6-10, 14, 16-20, 23, 24, 30 and 34 as being unpatentable over Hector is therefore respectfully requested.

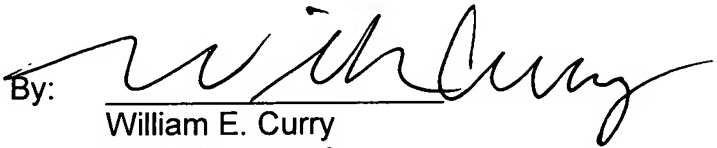
Conclusion

In light of the above discussion, Applicant respectfully submits that the present application is in all aspects in allowable condition, and earnestly solicits favorable reconsideration and early issuance of a Notice of Allowance.

The Examiner is invited to contact the undersigned at (202) 220-4323 to discuss any matter concerning this application. The Office is authorized to charge any fees related to this communication to Deposit Account No. 11-0600.

Respectfully submitted,

Dated: JAN. 13, 2006

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